

May 2012

% Change 2011/2012													
~ = Not open / operating N/A = Not available ** = Data not comparable													
	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Traffic													
Bridge	4.3%	15.3%	10.5%	0.8%	0.1%	-0.1%							
Air	9.2%	8.1%	12.3%	6.2%	12.3%	7.7%							
Ferry	7.3%	~	~	~	~	7.3%							
Cruise Ships	-35.1%	~	~	~	~	-35.1%							
Motorcoach	-12.6%	-33.3%	-100.0%	**	9.1%	-11.4%							
Visitor Inquiries (English)													
Tourism PEI Website	31.6%	26.9%	40.2%	20.9%	32.8%	36.2%							
Call Centre	-17.4%	-21.4%	11.8%	-27.6%	-11.1%	-23.5%							
Mail Out Kits	-22.2%	-10.2%	-0.5%	-22.6%	-34.4%	-28.7%							
Visitor Inquiries (French)													
Tourism PEI Website	20.9%	50.0%	42.1%	74.6%	7.0%	5.3%							
Call Centre	-13.1%	-27.8%	48.4%	5.6%	-14.9%	-29.7%							
Mail Out Kits	-39.9%	-35.1%	-40.2%	22.1%	-38.6%	-54.8%							
Visitor Information Centres													
Airport	~	~	~	~	~	~							
Charlottetown	-51.1%	-100.0%	-100.0%	-100.0%	-88.9%	-27.5%							
Borden-Carleton	-4.7%	31.1%	14.2%	-1.8%	-21.2%	-2.8%							
Wood Islands	-25.3%	~	~	~	~	-25.3%							
Cavendish	5.6%	81.8%	-20.0%	-2.5%	20.4%	3.8%							
St. Peters	~	~	~	~	~	~							
Summerside	~	~	~	~	~	~							
Souris	~	~	~	~	~	~							
West Prince	~	~	~	~	~	~							
Total Parties Counselling	-23.2%	-25.2%	-58.1%	-38.5%	-36.0%	-14.3%							
Golf PEI													
Non-Member Rounds	25.3%	~	~	~	69.3%	20.1%							
National Parks													
PEI National Park	N/A	-100.0%	-100.0%	-100.0%	-100.0%	N/A							
Province House	-24.8%	-34.1%	-32.9%	-34.3%	-6.8%	N/A							
Green Gables	69.4%	180.0%	-61.3%	466.7%	61.4%	N/A							
Campgrounds	~	~	~	~	~	~							
Provincial Parks													
Parks West	86.1%	~	~	~	~	86.1%							
Parks East	25.8%	~	~	~	~	25.8%							
Total	36.7%	~	~	~	~	36.7%							
Historic Sites													
Orwell	40.6%	60.2%	12.6%	17.2%	141.3%	44.2%							
Beaconsfield	-4.4%	-22.1%	-47.9%	-39.4%	20.8%	32.3%							
Eptek	1.4%	29.4%	39.5%	-1.4%	-9.2%	-24.2%							
Acadian Museum	10.8%	-43.2%	162.7%	-22.4%	75.8%	-5.0%							
Elmira	-70.5%	~	~	~	~	-70.5%							
Basin Head	50.8%	~	~	~	~	50.8%							
Green Park	-84.6%	~	~	~	~	-84.6%							
Total Visitors	3.3%	2.5%	22.4%	-9.8%	11.8%	-1.2%							

May 2012

% Change 2011/2012		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Fixed Roof Accommodation	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total Operations Open		120	120	120	135	464							
% Change		-9.8%	-11.1%	-11.1%	-8.8%	0.2%							
Total Room-nights Available	428,945	74,474	72,680	75,986	82,041	123,764							
% Change	7.9%	10.8%	12.8%	5.4%	12.8%	2.1%							
Total Room-nights Sold (RNS)	115,362	18,610	21,396	19,415	21,115	34,826							
% Change	-4.7%	3.3%	-8.3%	-3.2%	-10.3%	-3.4%							
Occupancy Rate	26.9%	25.0%	29.4%	25.6%	25.7%	28.1%							
% Point Change	-3.5%	-1.8%	-6.8%	-2.3%	-6.6%	-1.6%							
BY REGION													
North Cape Coastal Drive													
Occupancy Rate	28.1%	31.6%	29.0%	28.1%	27.0%	25.6%							
% Point Change	-6.8%	-3.3%	-7.3%	-6.6%	-8.7%	-7.9%							
Room-nights Sold (RNS)	31,623	6,470	6,305	6,333	5,897	6,618							
% Change	-5.8%	1.9%	0.0%	-7.8%	-5.1%	-15.3%							
Green Gables Shore													
Occupancy Rate	9.2%	2.0%	5.4%	2.1%	3.7%	12.6%							
% Point Change	0.0%	-5.3%	-5.2%	0.6%	-5.2%	2.4%							
Room-nights Sold (RNS)	3,579	66	168	70	172	3,103							
% Change	-7.8%	-72.2%	-48.8%	42.9%	-64.8%	11.7%							
Red Sands													
Occupancy Rate	11.2%	14.2%	14.4%	12.1%	11.6%	7.8%							
% Point Change	0.1%	7.3%	2.9%	-1.8%	-4.9%	-0.5%							
Room-nights Sold (RNS)	1,238	259	254	214	198	313							
% Change	-32.4%	42.3%	-15.1%	-49.8%	-60.4%	-26.4%							
Charlottetown													
Occupancy Rate	31.1%	25.1%	33.0%	26.9%	28.2%	40.3%							
% Point Change	-4.3%	-1.2%	-8.2%	-0.9%	-7.9%	-2.8%							
Room-nights Sold (RNS)	76,185	11,682	14,425	12,394	14,547	23,137							
% Change	-1.4%	11.4%	-9.4%	4.6%	-6.9%	-1.2%							
Points East													
Occupancy Rate	13.0%	5.8%	10.8%	17.6%	12.9%	13.9%							
% Point Change	-5.4%	-16.9%	-7.2%	-8.1%	-6.8%	-0.7%							
Room-nights Sold (RNS)	2,737	133	244	404	301	1,655							
% Change	-38.6%	-82.6%	-49.1%	-52.9%	-57.9%	0.9%							
BY TYPE													
Hotels/Motels/Resorts													
Occupancy Rate	30.7%	28.7%	32.9%	28.2%	28.0%	34.9%							
% Point Change	-4.4%	-0.9%	-7.2%	-2.5%	-8.1%	-3.5%							
Room-nights Sold (RNS)	104,784	17,828	20,117	18,086	19,538	29,215							
% Change	-5.0%	6.1%	-8.0%	-3.7%	-11.3%	-5.1%							
Inns													
Occupancy Rate	37.1%	24.9%	43.3%	38.3%	38.6%	38.9%							
% Point Change	6.8%	0.2%	3.9%	7.0%	5.6%	10.8%							
Room-nights Sold (RNS)	3,640	417	678	641	626	1,278							
% Change	6.5%	4.3%	13.8%	22.6%	21.6%	-7.6%							
Cabins/Cottages													
Occupancy Rate	12.0%	7.9%	13.0%	21.1%	20.4%	10.7%							
% Point Change	-0.1%	-15.8%	-7.7%	0.0%	8.9%	1.2%							
Room-nights Sold (RNS)	3,529	166	245	320	482	2,316							
% Change	-7.3%	-65.2%	-43.5%	-20.2%	55.0%	6.0%							
Tourist Home/B&B													
Occupancy Rate	8.1%	2.8%	5.0%	4.9%	6.6%	14.8%							
% Point Change	-0.4%	-2.1%	-1.8%	-0.1%	-2.5%	1.9%							
Room-nights Sold (RNS)	3,339	199	336	342	451	2,011							
% Change	-5.0%	-40.2%	-21.9%	-3.7%	-33.9%	17.3%							

Occupancy - Campground

May 2012

% Change 2011/2012		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Campground	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total Operations Open		~	~	~	~	24							
% Change		~	~	~	~	4.3%							
Total Site-nights Available	33,721	~	~	~	~	33,721							
% Change	14.8%	~	~	~	~	14.8%							
Total Site-nights Sold (SNS)	6,033	~	~	~	~	6,033							
% Change	95.2%	~	~	~	~	95.2%							
Occupancy Rate	17.9%	~	~	~	~	17.9%							
% Point Change	7.4%	~	~	~	~	7.4%							
North Cape Coastal Drive													
Occupancy Rate	2.4%	~	~	~	~	2.4%							
% Point Change	1.6%	~	~	~	~	1.6%							
Site-nights Sold (SNS)	67	~	~	~	~	67							
% Point change	86.1%	~	~	~	~	86.1%							
Green Gables Shore													
Occupancy Rate	17.0%	~	~	~	~	17.0%							
% Point Change	3.3%	~	~	~	~	3.3%							
Site-nights Sold (SNS)	2,414	~	~	~	~	2,414							
% Point change	26.1%	~	~	~	~	26.1%							
Red Sands													
Occupancy Rate	45.1%	~	~	~	~	45.1%							
% Point Change	5.6%	~	~	~	~	5.6%							
Site-nights Sold (SNS)	625	~	~	~	~	625							
% Point change	-15.9%	~	~	~	~	-15.9%							
Charlottetown													
Occupancy Rate	28.3%	~	~	~	~	28.3%							
% Point Change	23.5%	~	~	~	~	23.5%							
Site-nights Sold (SNS)	2,538	~	~	~	~	2,538							
% Point Change	1317.9%	~	~	~	~	1317.9%							
Points East													
Occupancy Rate	6.1%	~	~	~	~	6.1%							
% Point Change	2.0%	~	~	~	~	2.0%							
Site-nights Sold (SNS)	389	~	~	~	~	389							
% Point change	79.3%	~	~	~	~	79.3%							

May 2012

	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
TOTAL OVERNIGHT STAYS (ONS)	121,395	18,610	21,396	19,415	21,115	40,859							
% Change	-2.2%	3.3%	-8.3%	-3.2%	-10.3%	4.4%							
ORIGIN BREAKDOWN	100%	100%			100%			100%			100%		
Canada	92.4%	91.6%	94.2%	94.4%	93.3%	90.4%							
United States	4.8%	5.4%	3.7%	3.7%	4.1%	6.0%							
International	2.8%	3.0%	2.1%	1.9%	2.6%	3.6%							
% Change 2011/2012													
CANADA ONS*	-2.7%	-0.8%	-8.8%	-3.4%	-10.3%	5.3%							
Fixed Roof - RNS*	-5.3%	-0.8%	-8.8%	-3.4%	-10.3%	-2.9%							
Campground - SNS*	95.5%	~	~	~	~	95.5%							
Alberta ONS*	1.7%	133.9%	-45.5%	-4.2%	92.1%	-12.1%							
Fixed Roof - RNS*	-6.1%	133.9%	-45.5%	-4.2%	92.1%	-26.0%							
Campground - SNS*	761.5%	~	~	~	~	761.5%							
British Columbia ONS*	-8.9%	-23.3%	-31.6%	-2.4%	20.4%	-6.6%							
Fixed Roof - RNS*	-10.0%	-23.3%	-31.6%	-2.4%	20.4%	-8.5%							
Campground - SNS*	61.8%	~	~	~	~	61.8%							
Manitoba ONS*	4.4%	11.7%	-76.2%	26.5%	181.8%	-7.5%							
Fixed Roof - RNS*	4.2%	11.7%	-76.2%	26.5%	181.8%	-8.0%							
Campground - SNS*	200.0%	~	~	~	~	200.0%							
New Brunswick ONS*	-0.2%	8.5%	-9.5%	-1.3%	-12.9%	12.6%							
Fixed Roof - RNS*	-0.8%	8.5%	-9.5%	-1.3%	-12.9%	10.9%							
Campground - SNS*	65.1%	~	~	~	~	65.1%							
Newfoundland ONS*	-13.0%	-7.8%	-49.3%	-17.3%	-11.8%	5.6%							
Fixed Roof - RNS*	-16.1%	-7.8%	-49.3%	-17.3%	-11.8%	-4.9%							
Campground - SNS*	1183.3%	~	~	~	~	1183.3%							
Nova Scotia ONS*	-3.6%	-8.5%	8.2%	0.7%	-12.8%	-4.8%							
Fixed Roof - RNS*	-3.8%	-8.5%	8.2%	0.7%	-12.8%	-5.5%							
Campground - SNS*	27.6%	~	~	~	~	27.6%							
Nunavut ONS*	-40.1%	-42.9%	-77.5%	-81.8%	15.8%	9.1%							
Fixed Roof - RNS*	-40.1%	-42.9%	-77.5%	-81.8%	15.8%	9.1%							
Campground - SNS*	0.0%	~	~	~	~	0.0%							
Northwest Territories ONS*	225.5%	400.0%	-87.5%	**	-30.8%	281.1%							
Fixed Roof - RNS*	232.3%	400.0%	-87.5%	**	-30.8%	291.7%							
Campground - SNS*	-100.0%	~	~	~	~	-100.0%							
Ontario ONS*	-1.4%	11.8%	-20.0%	14.5%	-9.2%	1.1%							
Fixed Roof - RNS*	-1.4%	11.8%	-20.0%	14.5%	-9.2%	1.1%							
Campground - SNS*	-1.3%	~	~	~	~	-1.3%							
Prince Edward Island ONS*	-7.7%	-15.9%	-11.9%	-14.4%	-22.2%	12.9%							
Fixed Roof - RNS*	-18.2%	-15.9%	-11.9%	-14.4%	-22.2%	-26.6%							
Campground - SNS*	100.9%	~	~	~	~	100.9%							
Quebec ONS*	14.3%	22.4%	7.2%	9.4%	9.5%	17.9%							
Fixed Roof - RNS*	13.8%	22.4%	7.2%	9.4%	9.5%	16.6%							
Campground - SNS*	50.0%	~	~	~	~	50.0%							
Saskatchewan ONS*	-13.9%	381.3%	-83.7%	-47.1%	38.3%	0.5%							
Fixed Roof - RNS*	-12.5%	381.3%	-83.7%	-47.1%	38.3%	4.3%							
Campground - SNS*	-66.7%	~	~	~	~	-66.7%							
Yukon ONS*	26.3%	600.0%	**	400.0%	-71.4%	17.5%							
Fixed Roof - RNS*	26.3%	600.0%	**	400.0%	-71.4%	17.5%							
Campground - SNS*	0.0%	~	~	~	~	0.0%							

		YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UNITED STATES	ONS*	27.4%	161.6%	24.2%	29.5%	-2.7%	15.9%							
	Fixed Roof - RNS*	24.4%	161.6%	24.2%	29.5%	-2.7%	8.5%							
	Campground - SNS*	145.6%	~	~	~	~	145.6%							
New England	ONS*	-4.8%	-35.8%	-22.0%	-15.1%	-15.0%	17.5%							
	Fixed Roof - RNS*	-5.6%	-35.8%	-22.0%	-15.1%	-15.0%	17.2%							
	Campground - SNS*	21.2%	~	~	~	~	21.2%							
Mid-Atlantic	ONS*	35.9%	-19.7%	61.8%	104.3%	-23.2%	60.4%							
	Fixed Roof - RNS*	38.9%	-19.7%	61.8%	104.3%	-23.2%	70.4%							
	Campground - SNS*	-22.2%	~	~	~	~	-22.2%							
South	ONS*	16.3%	308.0%	34.1%	101.8%	-29.6%	-24.6%							
	Fixed Roof - RNS*	13.9%	308.0%	34.1%	101.8%	-29.6%	-29.8%							
	Campground - SNS*	214.3%	~	~	~	~	214.3%							
Midwest	ONS*	74.1%	118.2%	236.6%	131.0%	40.2%	39.2%							
	Fixed Roof - RNS*	72.0%	118.2%	236.6%	131.0%	40.2%	34.1%							
	Campground - SNS*	280.0%	~	~	~	~	280.0%							
West	ONS*	45.7%	468.1%	13.4%	-27.1%	30.6%	35.8%							
	Fixed Roof - RNS*	36.6%	468.1%	13.4%	-27.1%	30.6%	11.3%							
	Campground - SNS*	345.7%	~	~	~	~	345.7%							
INTERNATIONAL	ONS*	-18.5%	26.1%	-20.0%	-32.7%	-19.6%	-23.9%							
	Fixed Roof - RNS*	-18.9%	26.1%	-20.0%	-32.7%	-19.6%	-25.0%							
	Campground - SNS*	4.2%	~	~	~	~	4.2%							
Australia	ONS*	2.7%	131.3%	100.0%	-63.6%	-77.9%	47.3%							
	Fixed Roof - RNS*	0.5%	131.3%	100.0%	-63.6%	-77.9%	45.3%							
	Campground - SNS*	80.0%	~	~	~	~	80.0%							
China	ONS*	-43.7%	-63.4%	-18.4%	-89.8%	-41.8%	-14.8%							
	Fixed Roof - RNS*	-43.7%	-63.4%	-18.4%	-89.8%	-41.8%	-14.8%							
	Campground - SNS*	0.0%	~	~	~	~	0.0%							
England	ONS*	-61.1%	-94.9%	-74.3%	-81.6%	-50.0%	9.6%							
	Fixed Roof - RNS*	-61.4%	-94.9%	-74.3%	-81.6%	-50.0%	9.9%							
	Campground - SNS*	0.0%	~	~	~	~	0.0%							
France	ONS*	-43.7%	-100.0%	75.0%	-61.5%	-73.7%	-34.7%							
	Fixed Roof - RNS*	-47.1%	-100.0%	75.0%	-61.5%	-73.7%	-40.8%							
	Campground - SNS*	**	~	~	~	~	**							
Germany	ONS*	96.5%	162.5%	**	**	63.2%	66.4%							
	Fixed Roof - RNS*	127.5%	162.5%	**	**	63.2%	95.1%							
	Campground - SNS*	-2.9%	~	~	~	~	-2.9%							
Ireland	ONS*	-47.2%	0.0%	-100.0%	28.6%	-55.6%	-60.0%							
	Fixed Roof - RNS*	-47.2%	0.0%	-100.0%	28.6%	-55.6%	-60.0%							
	Campground - SNS*	0.0%	~	~	~	~	0.0%							
Japan	ONS*	164.9%	**	480.0%	440.0%	140.0%	94.9%							
	Fixed Roof - RNS*	192.3%	**	480.0%	440.0%	140.0%	126.3%							
	Campground - SNS*	-100.0%	~	~	~	~	-100.0%							
Netherlands	ONS*	-49.2%	-100.0%	-100.0%	-66.7%	-83.3%	162.5%							
	Fixed Roof - RNS*	-54.2%	-100.0%	-100.0%	-66.7%	-83.3%	125.0%							
	Campground - SNS*	**	~	~	~	~	**							
Scotland	ONS*	-67.6%	-100.0%	-100.0%	**	600.0%	-100.0%							
	Fixed Roof - RNS*	-66.2%	-100.0%	-100.0%	**	600.0%	-100.0%							
	Campground - SNS*	-100.0%	~	~	~	~	-100.0%							
Switzerland	ONS*	13.2%	600.0%	-100.0%	50.0%	41.7%	7.1%							
	Fixed Roof - RNS*	6.7%	600.0%	-100.0%	50.0%	41.7%	-10.0%							
	Campground - SNS*	50.0%	~	~	~	~	50.0%							
Others	ONS*	-26.6%	82.0%	-14.7%	-44.6%	-14.6%	-53.5%							
	Fixed Roof - RNS*	-27.1%	82.0%	-14.7%	-44.6%	-14.6%	-54.5%							
	Campground - SNS*	**	~	~	~	~	**							

TOURISM INDICATORS

Bridge Traffic - Source: Strait Crossing Bridge Limited. Data is the percentage change of the counts of non-commercial/non-resident vehicles leaving PEI at Confederation Bridge against the same period of last year.

Air Traffic - Source: Charlottetown Airport Authority. Data is the percentage change of the number of air passengers enplaning and deplaning at the Charlottetown Airport against the same period of last year.

Ferry Traffic - Source: Northumberland Ferries Limited. Data is the percentage change of the counts of vehicles leaving PEI via the Wood Island Ferry against the same period of last year.

Cruise Ships - Source: Charlottetown Harbour Authority Inc. Data is the percentage change of the total number of passengers and crew on the cruise ships that visit the Historic Charlottetown Seaport against the same period of last year.

Motorcoach - Source: Tourism PEI. Motorcoach is the short form of "motorcoach tour", which is defined as group tours that are transported via large and well-powered bus to their destinations, itinerary activities, and back. Data is the percentage change of the total number of room-nights sold to motorcoach passengers against the same period of last year. *Note: Motorcoach data is not available by origin.*

Tourism PEI Website - Source: Tourism PEI. Data is the percentage change of the total number of visits to www.tourismpei.com against the same period of last year.

Call Centre - Source: Tourism PEI. Data is the percentage change of the total number of call centre inquiries against the same period of last year.

Mail Out Kits - Source: Tourism PEI. Data is the percentage change of the total number of packages/kits mailed out by Tourism PEI against the same period of last year.

Visitor Information Centres - Source: Tourism PEI. Data is the percentage change of the counts of parties counselled at each Visitor Information Centre against the same period of last year.

Golf PEI - Source: Golf PEI. Data is the percentage change of the total rounds played at all 18-hole and 9-hole courses against the same period of last year. Non-member rounds are reported.

National Parks - Source: Parks Canada. PEI National Park data is the percentage change of the number of person-visits ⁽¹⁾ made to the national park. Province House and Green Gables data is the percentage change of the number of visitors to each historic site. PEI National Park campground data is the percentage change of the number of site-nights sold.

⁽¹⁾ Person-visits: Each time a person enters the land or marine part of a reporting unit (i.e. national park or national historic site) for recreational, educational or cultural purposes during business hours. Through, local and commercial traffic are excluded. Same day re-entries and re-entries by visitors staying overnight in the reporting unit do not constitute new person-visits.

Provincial Parks - Source: Tourism PEI. Data is the percentage change of the total number of site-nights sold at all provincial campgrounds against the same period of last year.

Historic Sites - Source: PEI Museum. Data is the percentage change of the total number of visitors to each historic site against the same period of last year.

OCCUPANCY

Room-nights Sold (RNS) - The number of room-nights sold in each month. This number is calculated based on reports submitted by all licensed fixed-roof accommodations (i.e. hotels, cottages, B&Bs, etc.) in PEI and includes motorcoach figures. All RNS breakdown by province, state or country in the visitor origin section does not include motorcoach figures and is indicated by an asterisk (RNS*).

Site-nights Sold (SNS) - The number of site-nights sold in each month. This number is calculated based on reports submitted by all licensed campground operations in PEI and includes motorcoach figures. All SNS breakdown by province, state or country in the visitor origin section does not include motorcoach figures and is indicated by an asterisk (SNS*).

Occupancy Rate - The percentage of room-nights that are occupied (sold) out of all room-nights available in the province. This rate is based on reports submitted by all licensed fixed-roof accommodations (i.e. hotels, cottages, B&Bs, etc.) in PEI and includes motorcoach figures.

VISITOR ORIGINS

Overnight Stays (ONS) - The number of room-nights and site-nights sold (combined) in each month. This number is calculated based on reports submitted by all licensed fixed-roof and campground operations in PEI and includes motorcoach figures. All ONS breakdown by province, state or country does not include motorcoach figures and is indicated by an asterisk (ONS*).

Visitor Origins - The percentage change of the number of overnight stays at either fixed-roof accommodation or campground by visitors from each region against the same period of last year. The breakdown of fixed-roof accommodation and campground are also reported.

Origin Breakdown - These percentages do not include motorcoach figures.

Current Operator Compliance Rate: 95.00%

All data subject to ongoing revisions from the various sources of data

Release Date: Wednesday, June 20, 2012

Compiled by Tourism PEI - Strategy, Evaluation & Industry Investment Division